

2002 TRAVEL PUBLICATIONS INTRODUCED

The Iowa Tourism Office recently unveiled the 2002 editions of its two major publications, the *Iowa Travel Guide* and the *Iowa Calendar of Events*. Both publications are available to travelers requesting tourism information via mail, phone or the Internet or at an Iowa Welcome Center.



The Travel Guide has received honors as the nation's best trip-planning tool for the past two years, while the *Calendar of Events* is a popular publication for visitors curious about the thousands of events held around the state. ■

VISION IOWA INVESTS IN SEVEN PROJECTS

The Vision Iowa board made several awards during a special meeting on November 30 and at their regularly scheduled monthly meeting on December 12. An award to Ottumwa came from the Vision Iowa program, which provides assistance to projects that cost more than \$20 million. The remaining awards were funded through the Community Attraction and Tourism Program (CAT). CAT aids smaller projects.

Learn more about any of these projects and previous awards by visiting www.visioniowa.org. The board meets again January 9 in Altoona.

For the complete list of Vision Iowa's November and December awards, turn to page three.



Lt. Governor Sally Pederson joined the Vision Iowa board in announcing more than \$10 million in awards over the past month.

TIA, USPS TEAM UP TO PROMOTE TRAVEL

The Travel Industry Association of America (TIA) and the United State Postal Service (USPS) have formed a partnership to create a series of 50 stamps called "Greetings from America." The stamps will be available beginning in April and will highlight each state. As part of the multi-faceted promotion, the stamp series includes a sweepstakes, giving registrants the chance to win a one-week vacation to each state. TIA asked each tourism office to create its own weeklong itinerary that will be featured at www.seeamerica.org and www.traveliowa.com.



TIA is securing the airline partner in the promotion, and has confirmed Best Western as the lodging partner and Hertz as the rental car partner. The route in Iowa will take the winners to overnight stops in Sioux City, Council Bluffs, Des Moines, Newton, Amana and Dubuque. In an effort to give the winning couple a chance to see as much of the state as possible, attractions from around Iowa have donated admission passes and discount coupons that will be given to the sweepstakes winners. Look for more information about this exciting promotion in the coming months. ■

PRESIDENT BUSH ENCOURAGES TRAVEL

U.S. President George W. Bush is appearing in his first-ever advertisement encouraging Americans to start traveling again. The ad is part of a \$20 million domestic and international campaign organized by the Travel Industry Association of America (TIA).

The ads are part of a broad Travel Industry Recovery Campaign and are funded by voluntary contributions from every segment of the U.S. travel and tourism industry. The U.S. travel industry hopes the ads will help Americans feel more confident about traveling. A second version of the ad was created to encourage international travelers to visit the U.S.

President Bush appears twice in the 30-second spots, encouraging people to begin traveling again as a way of bringing their lives back to normal after the terrorist attacks of September 11. It features taped segments of the President speaking about the need for Americans to get on with their lives by traveling and seeing America. It also includes brief segments of travel industry workers welcoming their fellow Americans back.

Learn more about the entire campaign or view the ads by visiting www.tia.org. ■

TOURISM UNITY DAY IS IN APRIL

As part of a yearly tradition, the Travel Federation and the Iowa Tourism Office are teaming up again to host Iowa Tourism Unity Day, a motivational kick-off to National Tourism Week. This year, the event takes place April 26 at the Hy-Vee Conference Center in West Des Moines. Author and entrepreneur Phillip Van Hooser will make a presentation about "common sense leadership." Other highlights of the day-long event include a legislative recap, announcement of the 2003 cooperative advertising opportunities, the presentation of tourism leadership awards and more. To learn more or register for the event, visit the Travel Industry section at www.traveliowa.com. ■

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■ Bridge View Center, Ottumwa

(Population 24,998) — \$7.5 million grant.

A project that began as a grassroots initiative in 1997, the Bridge View Center is made up of two major components. The first is a 750-seat performing arts center, and the second is a 30,000 square-foot exhibition hall. Meeting rooms, a visual arts gallery, public spaces and a reception hall round out the \$22 million project.

■ Altoona Community Recreation Complex, Altoona

(Population 10,345) — \$50,000 grant.

Made up of an aquatic center, skate park, and trails, this recreation complex is part of a long-time goal of the city of Altoona to centralize community services and facilities. The \$5 million recreation complex will complement many other recent community development projects including the construction of a library, fire station, trail and prairie grassland.

■ Culture's Alive!, Cedar Rapids

(Population 120,758) — \$2.44 million grant over two years.

This project is a community effort highlighting downtown Cedar Rapids that will enhance three attractions. The state's investment will aid renovation and expansion of the opulent Paramount Theatre. It will also help the Cedar Rapids Museum of Art create a Community Arts Center and restore Grant Wood's home and studio so that it can be open to the public. And the award will enable the addition of permanent hands-on exhibits and other renovations at the Science Station/McLeod-Busse IMAX Dome Theater.

■ Olson Cultural Events Center, Le Mars

(Population 9,237) — \$60,000 grant.

The state's investment will aid the development of the Olson Cultural Events Center. This multi-purpose facility will be capable of housing a variety of recreational, cultural and educational events.

■ SCORE Park Complex, Nevada

(Population 6,658) — \$450,000 grant over two years.

Developed on 58 acres, Nevada's SCORE Park is a \$7.3 million development that includes an aquatic center, playgrounds, soccer fields, multi-use fields, tennis courts, a pavilion and parking/restroom/concession facilities.

■ Onawa Community and Recreation Center, Onawa

(Population 3,091) — \$200,000 grant.

This facility will include a large community meeting hall, a stage/performance area, meeting rooms, a conference room, fitness room and office space. Costing \$1.26 million, the center will provide facilities and services that are currently not available in the area.

■ All Season Convention Center, Spencer

(Population 11,317) — \$400,000 grant

A \$4.23 million project, the All Season Center will be built on the Clay County Fairgrounds and provide a much needed public space for the citizens of northwest Iowa. When completed, the 23,000 square-foot building will include meeting rooms, a catering kitchen and commercial exhibit space, making it the largest multi-functional facility in the region. ■

TOURISM IS FOCUS OF UPCOMING WORKSHOP

The Iowa Department of Economic Development's Community Development Division and the Iowa Rural Development Council are hosting a workshop related to travel in Iowa on January 7 from 1:30 to 4:00. Iowa Tourism Office Manager Nancy Landess, Vision Iowa board chairman Michael Gartner and Iowa Department of Cultural Affairs Director Anita Walker will talk about their respective programs and how to make Iowa a more desirable tourism destination. To learn more about the workshop, visit www.state.ia.us/ided/crd. Each workshop is available at various ICN sites; pre-registration is not required. ■

SHARE YOUR SUCCESS

How's your business been since September 11? We've heard from many communities, attractions and lodging facilities that have seen an increase in travelers over the past few months. If you have a success story to share, please pass it on. We're happy to help spread the good news about Iowa's tourism industry. Send any comments to Iowa Tourism Office Public Relations Manager Shawna Lode at shawna.lode@ided.state.ia.us or call 888-472-6035.

Join the crowd:

- Retailers at Valley Junction in West Des Moines reported record sales the weekend after Thanksgiving.
- The McLeod/Busse IMAX Theater in Cedar Rapids welcomed 3,700 guests from as far away as California during the Thanksgiving holiday. All but four shows sold out.
- The Boone and Scenic Valley Railroad has seen 400 more visitors since September 11, 2001 than it saw during the same period last year.
- The Sergeant Bluff Welcome Center greeted 212 travelers during the long Thanksgiving weekend, a 62 percent increase from last year.

LEGISLATIVE DAY IS JANUARY 23

As in years past, hundreds of Iowa tourism enthusiasts are expected to turn out for Iowa Tourism Legislative Day, January 23 in Des Moines. The day begins at 9:00 a.m. with a legislative briefing at the Hotel Savery. That afternoon, tourism industry members are encouraged to meet with their local representatives.



Lawmakers are invited to attend a legislative showcase, beginning at 5:00 p.m. at the Iowa Tourism Building on the Iowa State Fairgrounds. Everyone is invited to participate in the morning and afternoon activities. The evening function, however, is open only to registered participants. To learn more, contact Travel Federation of Iowa member Vicki Hughes at 319-286-5763 or vickih@cedar-rapids.org. ■

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